

# Home security will become major priority of the '90s

If you don't have a security system for your home now, there's a good chance you will in the next few years.

"The market for home security systems is getting ready to explode as more and more homeowners become increasingly conscious of their safety," says Andy Gyorffy, vice-president of marketing for Ramtron Pre-Entry Alarm Systems Inc.

At present, an estimated seven per cent of Canadian homes are protected by some form of security system. By 1995, he predicts this number will soar to 80 per cent.

He says the reason is a rising crime rate that is not likely to get any better and a higher incidence of break-ins.

Ramtron expects to dominate that market — not only in Canada but worldwide — and has spent the past five years researching market requirements and developing what many experts consider a sophisticated and effective security system.

By making use of the latest developments in microchip and radio frequency technology, the Ramtron system, he says, has three big advantages over anything else on the market.

It is completely portable; it is wireless; and it prevents intruders from entering the home before, not after, the alarm is set off.

In comparison with conventional "hard wire" systems, so called because they require your home to be wired in order to work, Ramtron is wireless and, as a result, completely portable. The homeowner can keep it for a lifetime — no matter how many times he or she moves.

"But what is really important to homeowners is Ramtron's pre-entry capabilities — its ability to detect and, in effect, prevent intruders from gaining access to the home,

even for a few seconds. For most people, that's everything."

In its consumer research, Ramtron found that people placed a great deal of importance on perimeter protection. This, however, is now what you get with most conventional systems, which offer partial or zone protection.

"What you're really doing is guessing where an intruder will attempt to gain entry and protect those areas while leaving other areas unprotected.

"We designed Ramtron with this in mind. We wanted a system that would, in effect, place a dome over the entire property so that regardless of where the intruder strikes, the alarm system will activate.

"For most people, this is an important consideration. They are simply not interested in catching an intruder on their premises.

"They want security . . . and by security they mean safety. They don't want to run the risk of a confrontation with a burglar."

The Ramtron system also virtually eliminates another big headache with many security systems and a major irritant to neighbours and local police departments — false alarms.

In fact, some police departments are looking at the possibility of not responding to calls after three or four false alarms a year, he notes. Other police departments, faced with the same problem, are considering other alternatives.

The Ramtron system operates on a different basis. It depends on an ultra-sensitive audio detection system which constantly monitors sounds in the home, "listening for sounds" caused by forced entry.

The Ramtron system utilizes a concept called audio harmonic sound discrimination.



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